

## Message Text

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PAGE 01 LONDON 04059 152329Z

61

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 152321Z MAR 75

FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO SECSTATE WASHDC 9332

UNCLAS LONDON 04059

E.O. 11652: N/A

TAGS: BEXP, BTRA, UK

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FOREIGN BUYERS TO

U.S. FY 1976

REF: STATE A-517, JANUARY 19, 1975; LONDON'S 798, JANUARY

17, 1975

1. EMBASSY WILL PROMOTE ATTENDANCE AT THE FOLLOWING SHOWS IN FY 1976:

AUGUST 26-28, 1975: NATIONAL HARDWARE SHOW, MCCORMICK PLACE, CHICAGO.

JANUARY 9-14, 1976: THE TRANSWORLD HOUSEWARES VARIETY EXHIBITION. INTERNATIONAL AMPHITHEATER, CHICAGO

FEBRUARY 8-12, 1976: NATIONAL SPORTING GOODS ASSOCIATION 47TH ANNUAL CONVENTION AND SHOW, CHICAG.

MAY 16-22, 1976 IPE '76 (INTERNATIONAL PETROLEUM EXPOSITION), TULSA

2. LEAD TIME AS USUAL IS CRITICAL IF EFFECTIVE PROMOTION OF TRAVEL TO U.S. TRADE SHOWS IS TO BE SUCCESSFULLY CARRIED OUT. EMBASSY WOULD APPRECIATE RECEIVING AT THE EARLIEST POSSIBLE THE FOLLOWING INFORMATION AND LITERATURE WHERE AVAILABLE FOR ALL FOUR SHOWS LISTED:

BROCHURES (350 COPIES), CATALOGS, BACKGROUND DATA ON PRODUCT LINES EXHIBITED, LISTINGS OF LAST YEAR'S U.K. ATTENDEES, NAME OF ANY LOCAL U.K. PROMOTER ENGAGED BY SHOW AUTHORITIES, AND DETAILS OF SPECIAL ARRANGEMENTS BEING MADE AT UNCLASSIFIED

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SHOWS FOR FOREIGN VISITORS, AND COPIES OF LAST

YEARS CATALOGS.

3. AIRGRAM FOLLOWS ON USTS-EMBASSY COORDINATION ON  
FOREIGN BUYER TRAVEL.

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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